



SUSTA Member State Fact Sheet: North Carolina

Throughout the Southern United States Trade Association's (SUSTA) 2015 Program Year, 71 companies from SUSTA member state North Carolina participated in the Generic and Brand Programs in key export markets across the globe. With support from the North Carolina Department of Agriculture and Consumer Services, these small- and medium-sized enterprises accomplished the following in their export efforts:

- Over \$10 million in actual export sales.
- 4 first-time export sales.
- Over 400 international trade leads generated.
- 240 new products introduced to global markets.

Combined Generic and Brand Program results for North Carolina companies are provided below:

Participants	Actual Sales	1st Time Export Sales	New Product Intros	Buyer-Seller Intros	# of New Distributorships Established	# of New Jobs Created by North Carolina Companies ¹
71	\$10,557,160	4	240	406	27	13

The companies participating from North Carolina included thirteen first-time exporting companies and eight first-time SUSTA participants, plus a number of companies who have benefited from SUSTA's programs in past years. North Carolina routinely shows a strong ability to attract new companies to SUSTA's programs, and the 2015 year was further evidence of that.

What do SUSTA's programs mean to North Carolina?

For the companies: North Carolina companies participating in the 2015 SUSTA Generic and Brand Programs rated the entire SUSTA program at a 4.29 on a scale of 1-5. The metrics detailed below capture the measurable impacts of SUSTA's work as it relates to North Carolina.

2015 Average Export Sales per North Carolina Company		
Participants	Actual Export Sales	Average Export Sale per Company
71	\$10,557,160	\$148,692

Looking at export sales in aggregate fashion, the 71 North Carolina companies that participated in SUSTA's 2015 programs averaged export sales of over \$148,000.

2015 Return-On-Investment for North Carolina Companies

¹ As a direct result of export activity generated via SUSTA's programs.



Total North Carolina Company Contributions	Actual Export Sales	Company-Specific ROI
\$317,584	\$10,557,160	33:1

The company-specific ROI for North Carolina companies is as follows: For every \$1 contributed by North Carolina companies as part of their participation in SUSTA's activities, the return was over \$33 in export sales.

The Big Picture for the State of North Carolina: In addition to direct company contributions, North Carolina – mainly via the North Carolina Department of Agriculture and Consumer Services – contributed time (labor) and direct costs (meetings, technology, travel, etc.) to support SUSTA's far-reaching efforts. For example, SUSTA Activity Managers from North Carolina participated in numerous SUSTA export activities and assisted in the planning, implementation and follow-up for SUSTA meetings and seminars.

Total contributions from the state of North Carolina (per the state representatives' report to SUSTA) are detailed below.

2015 North Carolina State Contributions to SUSTA	
Total Contributions	\$119,797

The ROI for the state of North Carolina is shown below.

2015 Return-On-Investment for North Carolina		
Total North Carolina State Contributions	Actual Export Sales	ROI
\$563,440	\$10,557,160	19:1

For every \$1 invested by the state of North Carolina in support of SUSTA's programs, the ROI in terms of North Carolina-generated export sales was \$19.

If North Carolina's company contributions are combined with the state's contributions, the ROI is still excellent.

2015 Return-On-Investment Overall – Total North Carolina Contributions		
Total North Carolina Contributions	Actual Export Sales	ROI
\$881,024	\$10,557,160	12:1

For every \$1 invested by the state of North Carolina and North Carolina companies in support of SUSTA's programs, the ROI in terms of North Carolina-generated export sales was \$12.

Multiplier Effect: The Wider Economic Impact of Exports



As detailed above, the ROI for North Carolina companies and the state (public funds) generated via exports realized at SUSTA activities is quite high. However, export sales figures should also be considered in terms of their wider economic impact to clearly depict the positive impact SUSTA's programs have on the state of North Carolina.

According to the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS) U.S. agricultural/food exports support output, employment, income, and purchasing power in both the farm and nonfarm sectors. [ERS estimates](#) that each dollar of agricultural exports stimulates another \$1.27 in business activity. The table below shows the multiplied benefits of exports on North Carolina's economy.

2015 Multiplied Economic Impacts for North Carolina from Exports			
Actual Export Sales	Economic Multiplier	Additional Business Activity Generated	Total Economic Impact
\$10,557,160	\$1.27	\$13,407,593	\$23,964,753

North Carolina companies participating in SUSTA's 2015 activities are by definition small and often new to the challenge of global exporting. However, with the support of SUSTA and the state of North Carolina these companies generated over \$10 million in global export sales and over \$23 million in total economic impact.

The What and Where Behind North Carolina's Exports

Of the \$10-plus million in export sales generated by North Carolina's companies participating in SUSTA's 2015 programs, the majority were comprised of processed/manufactured products (94 percent). Top export markets in 2015 included the following:

North Carolina Company Exports – 2015 SUSTA Program	
Market	Percent of Total Exports*
Caribbean (multiple countries)	71%
Japan	19%
UK	1%
France	1%

**Percentages offered are approximate.*

In addition to the top markets listed above, North Carolina companies exported products to markets from Canada to Vietnam, totaling 20 destinations across the globe.

Going Beyond the Numbers: Additional Benefits of SUSTA Membership

Being a SUSTA member clearly results in very measurable benefits in the form of exports. However, SUSTA's services to member states goes even further. The following is a list of services that SUSTA provides – services that are available as a result of membership dues.

- In country consultants across the globe in key markets;
- Access to Euromonitor reports, data and analysis;
- An intern program that directly supports state interns and thereby the efficient functioning of state departments of agriculture;
- USDA resources: ATO, market reports, direct contact at FAS to answer questions;
- Networking with other State Departments of Agriculture (common challenges/opportunities learned/best practices) at SUSTA meetings;
- Ongoing international training by in-country consultants and independent third-party evaluators of key markets;
- Training for new State Department of Agriculture International Marketing staff and interns to help develop and manage international marketing events;
- Travel expenses paid to attend SUSTA meetings and new Activity Manager training programs.

Did you Know?

During SUSTA-sponsored activities in 2015 Southern U.S. companies inked export sales to global markets both near and far: The Bahamas, Caribbean Islands, Brazil, Argentina, Costa Rica, Nicaragua, Honduras, Colombia, Panama, Mexico, Puerto Rico, China, Hong Kong, India, Japan, South Korea, Taiwan, Vietnam, Myanmar, Cambodia, the Philippines, Malaysia, Singapore, Indonesia, Australia, the UAE, Saudi Arabia, Bahrain, Kuwait, Jordan, Egypt, Oman, Israel, South Africa, the United Kingdom, France, Germany, and Canada among others! Complete 2015 SUSTA program results are shown below:

Unique Company Participants ²	Actual Export Sales	New Company Participants	First-Time Export Sales	New Jobs Created	Company-Specific ROI ³
253	\$414,121,334	93	45	243	\$49

With the support of SUSTA staff and Member State representatives, Southern U.S. companies achieved great success in their 2015 export endeavors.

² “Unique” is defined as a company that participated in at least *one* SUSTA activity during the 2015 program year and is only counted *once* when the final tally is made, regardless of whether said company participated in more than one activity.

³ The average ROI for a SUSTA participant; for every \$1 in contributions, \$49 in export sales were realized.